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SENT VIA Airborne Package
October 29, 1997

TO: Rich Kane, Mark Young, Jay Loftin, Bill Roth, Peter Schmidt, Larry Poole

Subject: **1998 Trade Relations Events/Outings**

The following documents are attached:

A. Letter from Tom Trader which includes our customer entertainment strategy and the 1998 Customer Entertainment Schedule.

B. List of our Top 150 chains

C. Customer Entertainment list prepared by the Account Executives.

D. List of customers that where invited and attended events in 1997. If you look at the left hand column of this report, yes or no indicates if someone was actually invited. The next column indicates whether they accepted or not.

I need each of you to do the following and **return to me by November 14, 1997**:

1. By event, prepare in priority order, the customers you would recommend we invite. Events you should address are:
   - Masters
   - Las Vegas Sr. Classic
   - NESA Golf Outing
   - VIP Fishing Trip
   - Lake Tahoe Outing
   - Vantage Championship
   - VIP Hunting Trip
   - Nascar/Drag Driving School
   - Nascar Winston Cup Races

GARY CHARBONEAU
SR. VP - Sales/Marketing
Duane Rude

- TAHOE
- Golf - high handicap

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Source: https://www.industrydocuments.ucsf.edu/docs/htcp0000

2. Prepare a list of Regional chains you would like to have a Top-to-Top with. I believe these will be very critical in 1998, and I would need to attend.

After I receive your list, I will prepare a list for the Sales Area, as I did last year, to determine who will be invited by priority. You should not invite/or talk about this with customers until we send invitations.

Any questions, please advise.

Sincerely,

Dave

NOTE: For events like the Master & Tahoe, we should try to invite people who have not attended before.

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